



Minutes  
GLENDDIVE JOB SERVICE EMPLOYERS COMMITTEE  
February 1, 2005  
DCC Board Room

**Members present:** Pat Cunningham DCC  
Sandi McGovern Glendive Medical Center  
Bill Wade Mid-Rivers  
Curt Curtis Assembly of God Church  
Cindy Berg EMI  
Steve Olson Glendive Job Service

**Members Absent:** Lonnie Cross Glendive Job Service  
Kyle Johnson American Ford  
Martha Young Superintendent of Schools  
Dick Cameron Glendive School District  
Peg Iba Iba Drilling  
Tim Wall Community First Bank

**Call to order :** 12:15 Pat Cunningham, Chair

**Minutes:** Sent

**Treasurer:** Report unavailable

**Business Advisory:** No report

**Newsletter:** To be sent late Feb or Early March, please send submissions to [lcross@mt.gov](mailto:lcross@mt.gov) with JSEC Newsletter as the Subject.

**Membership:** No report

**Seminar:** Discussion surrounded the approval of JSEC's funding for of Chad Foster proposed Breakfast presentation in Glendive. As reported by Pat Cunningham, the cost to JSEC for a half-hour presentation is \$550. This does not include other associated costs such as the facility or food and beverages or unknowns. Those present were in agreement that the potential value to employers and employees of the community outweighed the need to make a profit on the event. The allocation of the \$550 for Chad Foster's presentation was unanimously approved.

Cindy reported the Twilight has offered it's banquet room for this presentation for \$30. The availability of parking and central location make this a worthy consideration.

(Curt Curtis left the meeting at this point to attend the New Horizon's Leadership Training, prior to leaving he asked that those present consider completing a needs questionnaire for Action for Eastern Montana.)

Other topics discussed regarding the Chad Foster presentation ncluded marketing, target audience, involvement of other business or economic related entities and pricing structure.

Steve has committed to mailings of flyers for the event. The clear connection between Chad's presentation and the employer community is planned to be the value of maintaining sound employees by educating them in the basic strategy of personal finance, Pat will be

verifying the same. It was suggested that this presentation be marketed as the “Kickoff breakfast” for the day’s events with Chad Foster.

A draft of the flyer will be submitted to the seminar committee, prior to distribution. Multiple marketing venues (television, radio, press, email, fax, phone, networking, target mailings) are to be utilized in an effort to create more excitement regarding this opportunity. It was suggested by Bill Wade that all JSEC members actively participate in the promotion of this event by personally inviting individuals to attend. Other suggestions included inviting local banking or financial planning professionals to attend, inviting them to provide their respective pamphlets or cards for presentation on a table within the presentation area.

Also discussed were “per table price breaks” for groups, \$40 per person event fees, “no tickets will be sold at the door” approaches, and other associated topics.

**New Business:**

Steve suggested that the JSEC expand its current format of acting as a purveyor of training for employers and move into other areas of service for employers. Sandi agreed, indicating that the role of JSEC is to also provide Job Service with direction as to how it may better serve the employers of the community. She suggested to Steve that he seek opportunities to further develop the Job Service presence in the community. In particular, establish some form of Open House or other event that may bring employers into Job Service so that they may develop a better understanding of what Job Service is and is not. Bill Wade also suggested advertising in the press or other forms of media in a “Did you know” or other format. Steve discussed the current advertising budget and how present management feels regarding the appropriateness of budgetary expenditures for such causes. He also identified some potential avenues of achieving the desired outcome and will pursue the same.

**Action Items:**

Steve : Research opportunity for future Open House or other form of Job Service publicity to assist employers in recognizing the value and availability of service provided within their community.

Lonnie: Develop samples of Marketing materials for Seminar, Establish and confirm date, location and time of next meeting.

Pat: Contact Chad Foster for further clarification or confirmation of the relevance of Chad’s presentation relate to area employers.

Sandi: Double Check Carnie Conference Center availability.

**Adjournment:**

1:12 p.m.

**Next Meeting:**

To Be Announced